

# TECHSPLOURATION®



**EMPOWERING** *young women*  
TO EXPLORE CAREERS IN SCIENCE,  
ENGINEERING, TRADES, & TECHNOLOGY

## 2019-2020 SPONSORSHIP OPPORTUNITIES

Techsploration's hands-on, mentor-led programming enables and encourages young women in grades 9 through 12 to explore careers in science, engineering, trades, and technology. The results? **Outstanding**. So outstanding that we currently have a waitlist of schools!

Considered a national best practice model for the attraction of women to STEM and skilled trades-related fields, no other organization in the Maritimes, and potentially in Canada, has provided such consistent, focused programming for young women in grades 9-12, relative to future career choices.

Grow with us -- by 2020, Techsploration will reach approximately 25,000 students in more than 50 schools in Nova Scotia and Ontario.

**With your help we can expand our capacity and reach.** Read on to learn how to help us build a more diverse, skilled workforce for Nova Scotia, and beyond!





# Did you know



- Girls who engage in science, technology, engineering, and math (STEM) activities are 2.7 times more likely to consider a STEM career.
- Neither girls' feelings of competence in STEM subjects nor the influence of their teachers increased their likelihood of choosing a STEM career.
- These results show that the only effective means of increasing the likelihood for girls to consider STEM careers is by engaging girls in highly active STEM activities.

Franz-Odendaal, T.; Blotnicky, K.; French F.; & Joy, P (2014). Career Choices and Influencers in Science, Technology, Engineering and Math: An Analysis of the Maritime Provinces.

# Impact & Influence

There's a reason why so many of our industry role models are Techsploration alumnae: our program works. We regularly survey our alumnae to better understand how our programming impacts their lives.

Our participants have told us...

99%

Techsploration introduced them to careers that they would not have known about otherwise.

96%

Techsploration improved their confidence in future career possibilities.

84%

Techsploration increased their self-esteem.

87%

Techsploration encouraged them to pursue fields of education that they would not have considered otherwise.

**Young women who participate in all of our programming from grade 9 through to grade 12 will have had the opportunity to meet over 125 different role models!**



## Help her chart her own course.

Sponsorship dollars go directly to core programming and ensure that **no student or school has to pay to participate** in Techsploration. Our dedicated sponsors recognize the value of developing a diverse, local workforce that effectively addresses skills shortages in in-demand occupations.

How can you **help**?

Let **us** count the ways...

# Sponsorship Levels

We aim to provide sponsorship opportunities to match your interests and priorities, and will work closely with you to ensure your organization is recognized in a meaningful way and showcases your investment in our programming and our community.

*\*Multi-year and stand-alone sponsorship opportunities are also available.*



# Sponsorship Details

Interested in stand-alone sponsorship opportunities?  
Learn more below!

## **Video Sponsorship (5-10K)**

In follow-up to our popular Women in Action web video series (which has 300,000 plus views), we are launching a new on-line video series in 2019! This is a unique opportunity to showcase your company/organization and exciting careers within science, engineering, trades, or technology sectors. Video Sponsorship includes a professionally produced video and distribution support through Xello and Techsploration partner channels. Our videos are shown in over 18,000 classrooms across North America and even have global reach! Please note that sponsorship amount is dependent on location and production time.

## **Adopt-a-School (5K)**

Make a difference in rural Nova Scotia or Ontario by funding a school to participate in Techsploration. Your support covers program costs for 8 students and 2 teachers to explore careers in science, engineering, trades, and technology. Program costs also include the cost of travel/accommodations for school participants to attend Techsploration events across the province between January and November. Sponsors receive logo recognition on all marketing material and role models from your organization are profiled on our website and through our social media channels.

[techsploration.ca](http://techsploration.ca)



“Sponsors should know that Techsploration changes lives. As a Techsploration alumna, I can tell you first-hand that the program made a huge difference in my life and the lives of others...and I don't just mean the girls who are on the Techsploration teams. I mean their families, their schools, and their entire communities. Techsploration has been able to touch so many people over the years. THANK YOU.”

Mya Carter, Architectural Engineering Technician at Sobeys  
Techsploration Alumna, Duncan MacMillan High School

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*To confirm sponsorship, please contact:  
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